



# The Passion Points™ Of Child Passenger Safety Compliance

Research Share-Out &  
Communication Strategy  
Co-Creation: Summary

April 10, 2018

**The Family Room**

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# Today's Goals

1. To leverage learnings from The Family Room's Passion Point™ model and our qualitative research to create a range of child passenger safety communication strategy thought starters for parents of kids 0-7 and 8-14.
2. To identify the most promising strategic pathways for further optimization and evaluate the appropriateness of a single umbrella strategy for all targets.



# Tween & Child Passenger Safety Compliance Communication Strategy Co-Creation Session

## 1. Parent Passion Point™ Immersion

TFR to briefly ground the team in the Parent Passion Points™ with relevance to this exploration including their meaning, tensions, and cultural manifestations.



Parent  
Passion Point™ Study

## 2. Child Passenger Safety Compliance Deep Dive

TFR to share-out the key learnings and implications from the qualitative research in step 1 and identify the key emotional drivers and tensions that the messaging needs to address, as well as the similarities and the differences between parents of older and younger children, and mainstream & unacculturated Hispanic parents.



## 4. Share-Out & Prioritize

Team to reassemble, share its ideas, and align on the strongest messaging territories for further refinement.



## 3. Stop, Drop and Roll

Break into teams and rotate through message inspiration stations, which are based on the key drivers uncovered in the research. Each team will discuss and create a range of messaging possibilities.



# Our window into families' world ...



**Millennial**  
Passion Point™ Study

The first map of families' emotional landscape and the core hopes, fears, aspirations, and desires that are the bedrock of their decision-making process.



# Who We Talked To:

## How

We conducted a total of **twelve** Passion Point™ Illumination Sessions. Of the twelve, eight with mainstream parents and four with unacculturated Hispanic parents. Each session was 90 minutes in length.



## Who

- Mainstream parents and unacculturated Hispanic moms and dads
  - 8 Mainstream groups: 2 with parents of 0-3, 2 with parents of 4-6, 2 with parents of 7-10 and 2 with parents of 11-14.
  - 4 Unacculturated groups: 2 with parents who have both 0-3 & 4-6 and 2 with parents who have both 7-10 & 11-14.
- 6 moms and dads in each session
- Mix of parents with male and female children
- Parents who drive their children 3 times a week or more.
- Unacculturated Hispanics were recruited using a vendor that specializes in this demographic.

## Where

Markets:

- Chicago (Schaumburg)
- Phoenix



# How It Is Going To Work ...

1. Brainstorm as many ideas as you can at your first station.
2. After 45 mins, each team will present back their favorite 2 ideas to the larger group.
3. As each team presents, the rest of the group should write down any notes/builds to bring into their next rotation.
4. ROTATE GROUPS...
5. Once 2 rotations are done, we will re-group and vote on the strategies to optimize.





# Two Target Segments We Are Focusing On Today...

## Preventing Early Graduation (Parents of 0-7 yr olds)



## Enforcing Tweens To Buckle Up (Parents of 8-14 yr olds)



# The Three Emotional Springboards For Ideation...

## 1. New World, New Rules



## 2. A Different Way Of Being Your Kid's Best Friend



## 3. If You Don't, Who Will?







# 1. New World, New Rules

As we saw in the research the concepts that motivated people to seek new information focused on two types of change.

### New Technology & Applications Are Changing



### Increased & New Dangers In The Real World



# Change is one of the key drivers in disrupting parents' sense of familiarity and it worked across all age groups and ethnicities.

## Hispanic Parents:

This is a new country,  
I have to learn how to  
parent differently



## Parents of 0-7 year olds:

There are a lot more dangers  
in the world that I have to  
protect them from today

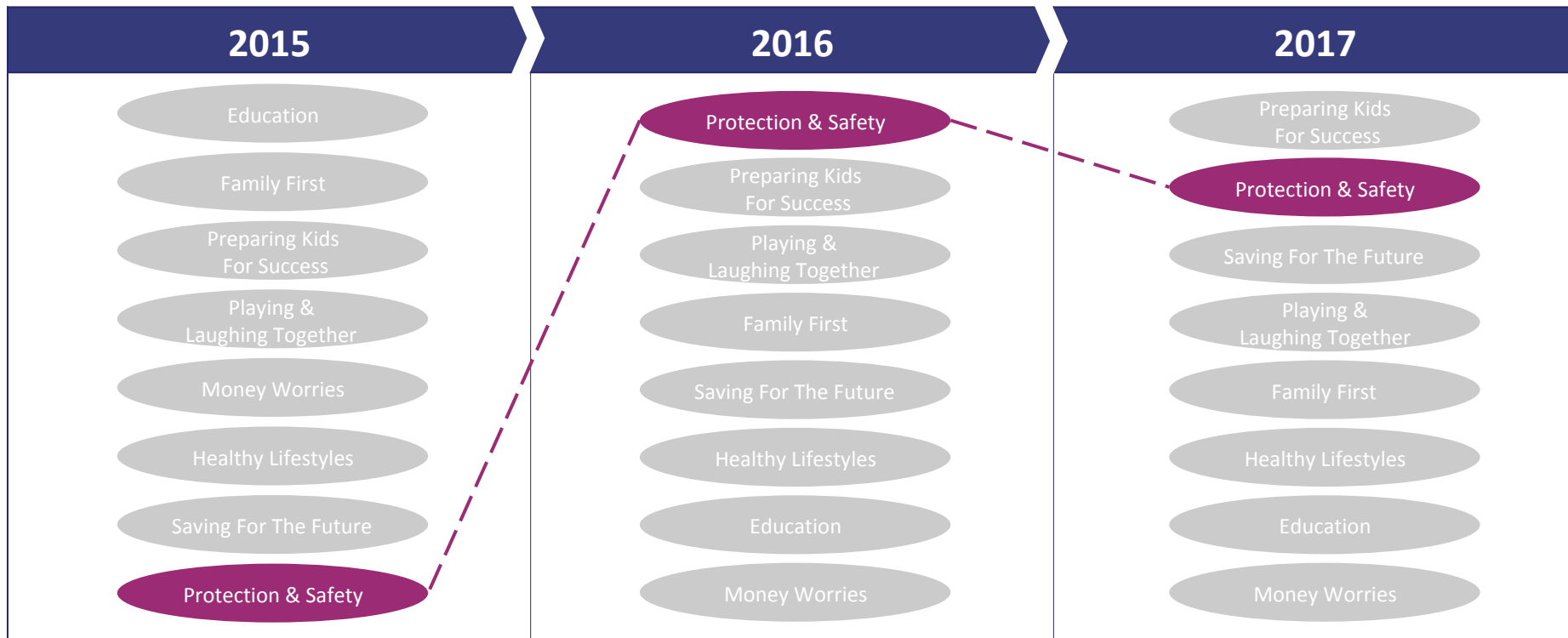


## Parents of 8-14 year olds:

My kids are doing things  
that are really different than  
when I was a child



# This new heightened sense of our world changing is also reflected in our Passion Point™ tracking.



# Parents of 0-7 year olds



## Parents of 0-7 year olds “New World, New Rules”



Handle	Human Insight	Car/Booster Seat Implication	Call To Action & Support
<b>The Danger Is Changing</b>	My child is past the first few months when they were so fragile and everything was so new. I feel more comfortable now and able to trust my own instincts as a parent more and more.	While some things about being a parent maybe getting more familiar. You can never stop learning about how to keep your child protected because the dangers are changing.	The technology and rules of car seat safety have changed. Learn more about what the new dangers and ways to keep your child protected at xxxx
<b>Inside Outside</b>	My home is under control but the outside world is crazy.	The outside world is a parent's kryptonite.	
<b>Back To School</b>	It is a time when I think about what my child needs for the coming year. The rest of the years is routine.	In addition to the school list think about whether you kids are ready for a new car seat	Safety check from NHTSA. Back to school from NHTSA
<b>Looks Can Be Deceiving</b>	Some things my child outgrows are visually clear like their shoe size or their clothes and that is when you know you have to fix it	When it comes to car seats, looks can be deceiving. Even if it looks like your kids have outgrown it don't "fix it" until you have checked to see if they are ready for the next step	

# Parents of 8-14 year olds

## Parents of 8-14 year olds “New World, New Rules”



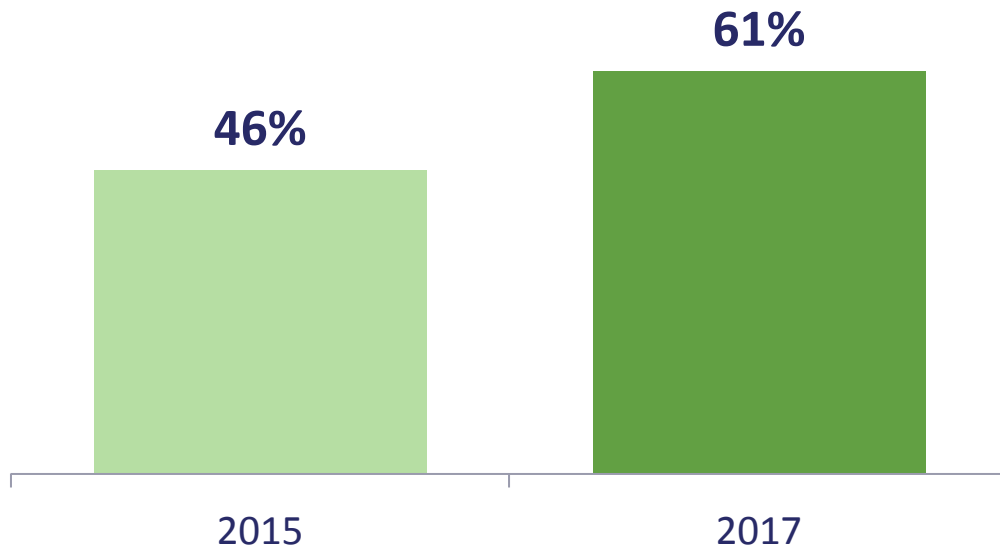
Handle	Human Insight	Seat Belt Implication	Call To Action & Support
<b>In Your Control</b>	I thought things would get easier but there is a lot more to worry about as my kids get older and it feels like I have less and less control over what they are doing or the dangers they are being exposed to.	There are a growing number of dangers to your child that you can't control but making sure your kids are the safest they can be when they are in the car is totally within your control	Check out the XXX website to learn about the latest rules regarding child safety in the car so you can be sure that you have controlled the danger to the maximum
<b>Cutting Edge Safety</b>	In today's world, without the latest technology you are dead.	You have the latest cell phone, shouldn't you have the latest knowledge and devices to protect your child's safety	Make the technology of your car seat as good and up to date as your cell phone.
	Change is good when it comes to safety. Things like airbags have made it safer to ride in the car. We wouldn't have gotten there without change.	None of that matters if you don't make sure your kids are in the back and buckled up.	Take advantage of the changing technology.



## 2. A Different Way Of Being Your Kid's Best Friend

# [Per Family Room quantitative research], parents are rushing to be their kid's best friend.

(% of parents describing their child as "one of my best friends")

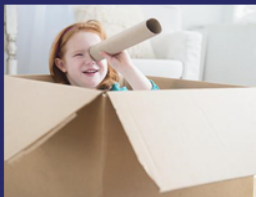




**This reality is driving parents' increasing concern about their child's emotional and physical wellbeing.**



**And is the emotional driver in much of the non-compliance behavior that we witnessed in our research.**



**Imagination  
& Wonder**



**Self Expression**



**Nurturing Confidence  
& Self-Esteem**



**An Occasional  
Splurge**



**Spontaneous  
Fun**



**Being Closer  
to My Child**



**Simple  
Pleasures**



**Emotional  
Well-Being**

# Parents of 0-7 year olds

# Parents of 0-7 year olds “A Different Way Of Being Your Kid’s Best Friend”

Handle	Human Insight	Car/Booster Seat Implication	Call To Action & Support
Uncomfortable	I can overlook my own aches and pains but when it comes to my kids I want to make sure they are not experiencing anything that will cause them to be uncomfortable or unhappy. That is my job as a parent	Making sure your kids are fully protected is a more important expression of your love than making sure they are totally comfortable	Learn more about why you can’t use your kids discomfort as a criteria for how to keep them safe at xxxx

# Parents of 8-14 year olds



# Parents of 8-14 year olds

## “A Different Way Of Being Your Kid’s Best Friend”

Handle	Human Insight	Seat Belt Implication	Call To Action & Support
<b>Don’t be a friend</b>	I feel like such a task master- constantly on my kids to do their homework or get them ready for their activities. They are good kids and sometimes it would be nice to just be friend to them and have some fun together	Keeping them safe in the car is not the time to be a friend. The dangers are constant and changing. You have to put your parent hat on and insist that all the rules are followed all the time. No exceptions	It only takes once so you need to be constantly vigilant. Learn more about how to keep your kids safe at xxxx
<b>Oh The Places They Will Go</b>	Parents will literally go anywhere to ensure their kid’s success, from band class to coding, to yoga, etc... Yet sometimes they aren’t worried about how to get there.	You are putting in all the groundwork to make sure they get there and if you don’t make sure that they are as safe is possible while you are driving to one of those million places. It could all be undone in one moment (it only takes once)	Buckling Up is the starting point to where ever they will go.
<b>Every Day Care/ Soccer Mom</b>	My child’s future success is happening one ballet lesson at a time.	It’s not the grandiose lessons but the everyday lessons.	Whether it is the 1 <sup>st</sup> or 100 <sup>th</sup> time

# Parents of 8-14 year olds

## “A Different Way Of Being Your Kid’s Best Friend”

Handle	Human Insight	Seat Belt Implication	Call To Action & Support
<b>Actions Speak Louder Than Words</b>	For parents connection, communication and building relationships are the most important thing when it comes to their kids.	There are a million ways you can tell your kids that you love them, this is one of the ways you can show them you love them.	Actions speak louder than words. Don’t just tell them, show them.
<b>Maintaining A Connection</b>	Things are so unstable in the world right now, I want my kids to know that they can trust me and come to me with their problems.	Being your child’s best friend means you are constantly looking out for them and ensuring they buckle up, in the right booster or sitting in the back is how you can protect them.	The environment you set in your car is one of the few things you can control
<b>Friends Have Each Others Backs</b>	Being a friend means being there for them and saving them from bad ideas. (spinach in teeth, bad clothes).	Save your child from their bad idea (sitting in the front or not buckling up). (tell them they have the spinach in their teeth))	



### 3. If You Don't, Who Will?

# A parent's recognition that the “buck stops with them” regarding their children is another key learning from our research.

My kids are exposed to so many things that can hurt them. At school they sell drugs. I can't control that, so I have to pay attention.

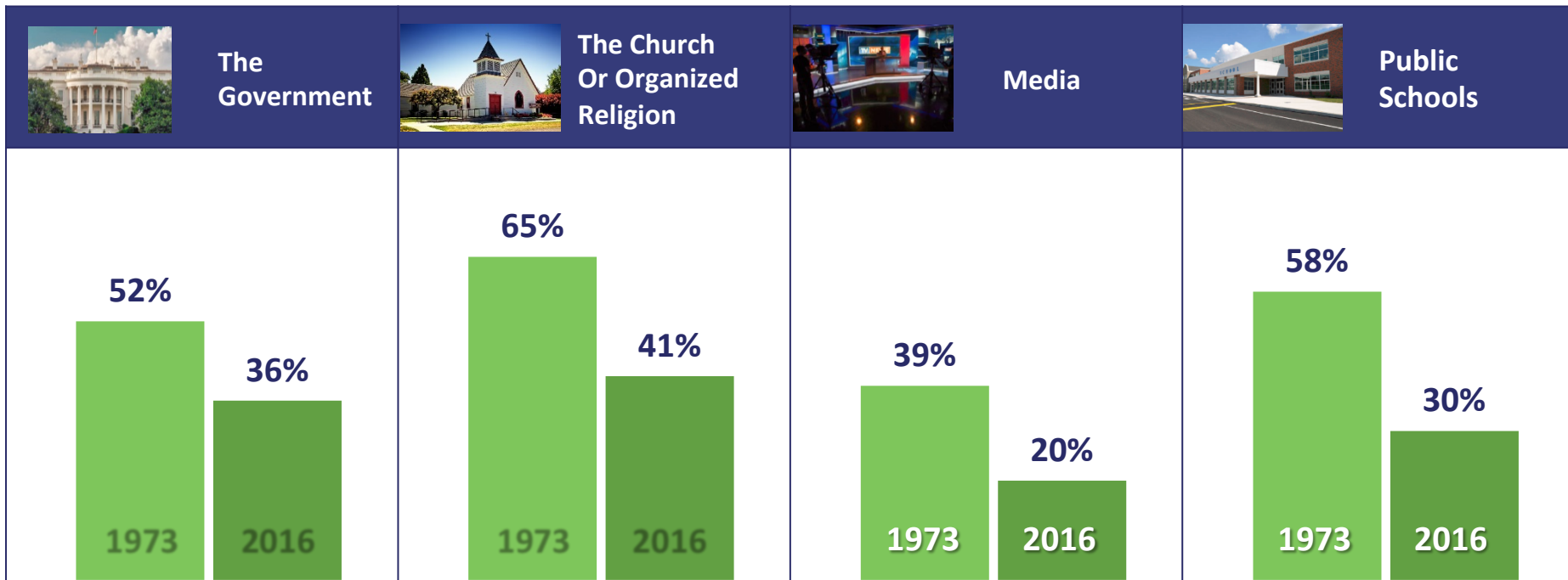
It is my responsibility to make sure that they are safe.

When I was growing up my parent's neighbors were all watching to make sure that I was safe, now my neighbor's are all watching to make sure that I am being a good parent and not doing anything to put my child at risk.

They are my kids. It is my responsibility.

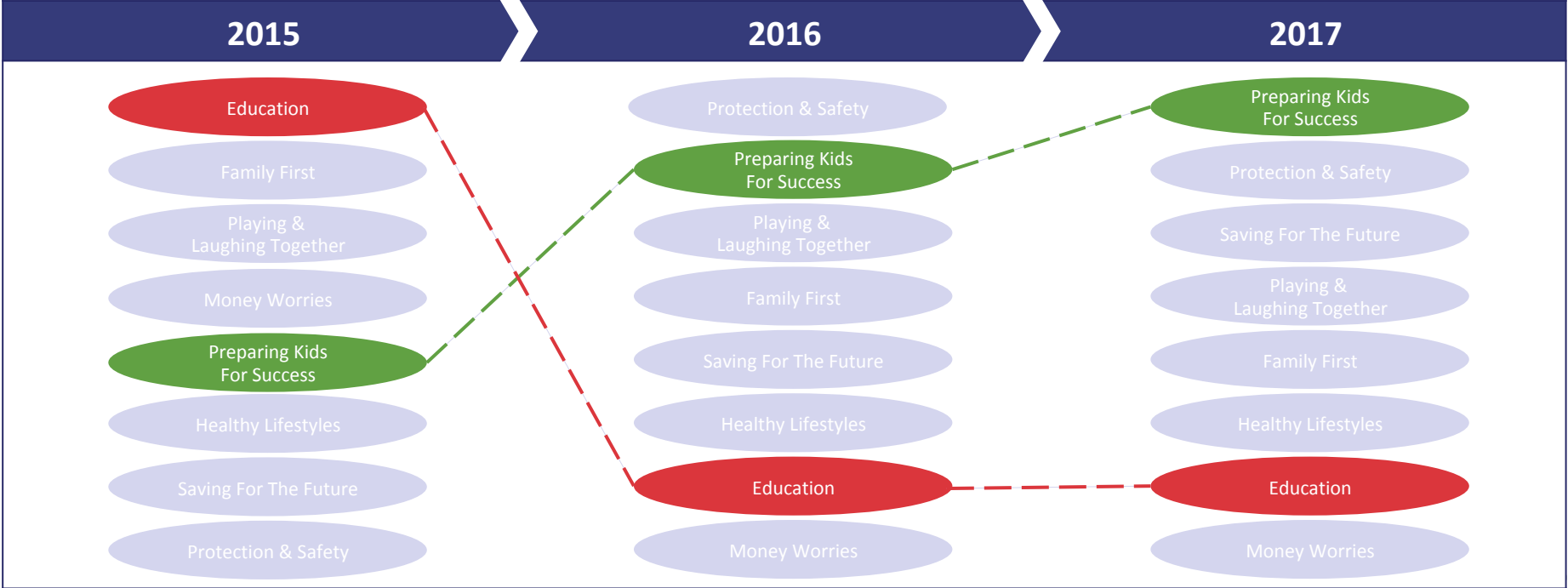


And this is reflected in recent studies that show parents' loss of faith in the public institutions that were created to protect and prepare their child for success.





And it is also seen in our Passion Point™ trends which show how parents are increasingly taking their children's future success into their own hands and relying much less on traditional education.



# Parents of 0-7 year olds

# Parents of 0-7 year olds

## **“If You Don’t, Who Will?”**



Handle	Human Insight	Car/Booster Seat Implication	Call To Action & Support
<b>Can't Trust Others To Do It For You</b>	When it comes to my child, I have to be the one that pushes them to succeed and the one that keeps them safe from danger. It is up to me as the parent, I can't trust others to do it for me.	When you are in the car you can't trust that others are looking out for your child. Make sure you know the best way to keep your child protected.	The dangers and technologies are changing. Visit xxx to make sure you know the best way to keep your child protected in the car.
<b>Parental Homework</b>	You insist that your kids practice and do their homework to get it right. Why not you?	Safety is the parent homework you have to learn and practice to do it right.	
<b>The Parent You Want To Be</b>	The times that you love the most as a parent are when you are spontaneous, carefree and having a good time with your kids.	When it comes to keeping your kids safe, spontaneity is not the right parent role model.	Spontaneity has no place in the car.

# Parents of 8-14 year olds

# Parents of 8-14 year olds

## “If You Don’t, Who Will?”



Handle	Human Insight	Seat Belt Implication	Call To Action & Support
<b>No One Is Watching Out For You</b>	We are aware of a lot more dangers today but I feel like and everyone is just focused on taking care of themselves. I have to be responsible for keeping my child safe.	The need for constant vigilance does not stop when your child is in the car. There are new dangers and it is up to you to know all the latest rules and technologies that will keep your kids safe	Visit xxx to make sure that you are doing everything in your power to keep your kids safe in the car.
<b>What would Vin Diesel Do?</b>	People love Super Heroes, but small acts are what really matters.	The small things you do every day like seat belts are what saves lives.	Small Task...Great Reward – Big Responsibility
<b>You Hold The Line</b>	I can’t count on others because no one will parent your child the way you do. You can only count on yourself.	Control what you can control by protecting your child	If you don’t, who will?

A photograph of two young girls sitting in a car seat, both wearing seatbelts. They are looking down at a tablet computer held by the girl on the left. The girl on the left is wearing a purple and white patterned shirt under denim overalls. The girl on the right is wearing a colorful plaid shirt. The background is slightly blurred, showing the interior of the car. The word "Recommendations" is overlaid in white text in the center of the image.

# Recommendations



## What We Have To Overcome:

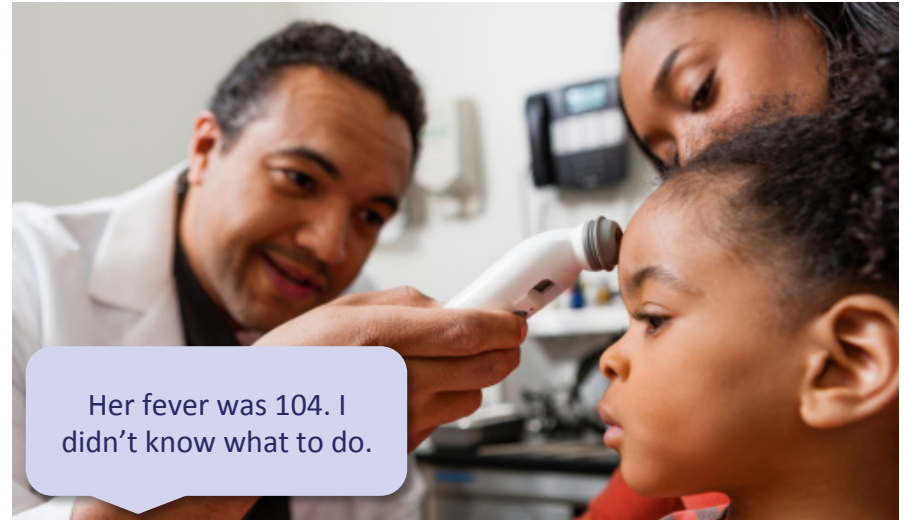
At its core, trusting one's instincts is based largely on how comfortable and familiar the situation feels to the parent. Disrupting this is key to getting them to seek information.

### Don't Need To Seek Information



It was just a scrapped knee. One band aid and good as new.

### Need To Seek Information



Her fever was 104. I didn't know what to do.

# Overall Best Ideas



## Early Graduation (Parents of 0-7 years old)

- Dangers are changing
- Looks are deceiving
- Back To School, you prepare them to do well, how about safety
- You push them to do homework-how about yours (Safety is your homework)
- Spontaneity is great but not when it comes to safety
- Inside World/Outside World



## Enforcing Seat Belts (Parents of 8-14 years old)

- It is not the big stuff, small things save lives
- Oh the places they will go, but it begins with a click
- Friends watch out for each other
- Actions speak louder than words
- Improvements in safety, but it's no good if you don't know about it.
- Control what you can

**Most of the ideas work across both age segments, leading us to believe that an overarching strategy is feasible but would still require age-specific executions.**

Global – Early Graduation & Enforcing Seat Belts	Specific To Early Graduation	Specific To Enforcing Seat Belts
<ul style="list-style-type: none"><li>• Change Is Good, But Not If You Don't Know About It.</li><li>• Oh The Places They Will Go, But It Begins Keeping Them Safe.</li><li>• Everyday Hero. It's The Little Things That Save Lives.</li><li>• The World Inside The Car Is What You Can Control</li><li>• Looks Can Be Deceiving</li><li>• No Place For Spontaneity</li><li>• Safety Is My Homework</li><li>• Actions Speak Louder Than Words</li></ul>	<ul style="list-style-type: none"><li>• Back To School. You Prepare Them To Do Well, How About Their Safety?</li></ul>	<ul style="list-style-type: none"><li>• Friends Have Each Others Back</li></ul>

# We used the following criteria to identify the strongest ideas from our co-creation session.

## NHTSA Communication Strategy Thought-Starter Criteria



Does it make Parents  
**FEEL** something?

The idea speaks to parent's heart and not just head.



Is it Believable?

The idea is grounded in the insights that we uncovered in our research.



Is it Disruptive?

The idea disrupts parents' overconfidence and familiarity that makes them trust their instincts vs. seeking out new information.



Is it Persuasive To  
All Segments?

The idea would compel general population and unacculturated Hispanic parents to change their behavior.

# Strongest Directions for Optimization:

Global – Early Graduation & Enforcing Seat Belts	Specific To Early Graduation	Specific To Enforcing Seat Belts
<ul style="list-style-type: none"><li>• Change Is Good, But Not If You Don't Know About It.</li><li>• <b>Oh The Places They Will Go, But It Begins Keeping Them Safe.</b></li><li>• Everyday Hero. It's The Little Things That Save Lives.</li><li>• <b>The World Inside The Car Is What You Can Control</b></li><li>• <b>Looks Can Be Deceiving</b></li><li>• No Place For Spontaneity</li><li>• <b>Safety Is My Homework</b></li><li>• Actions Speak Louder Than Words</li></ul>	<ul style="list-style-type: none"><li>• Back To School. You Prepare Them To Do Well, How About Their Safety?</li></ul>	<ul style="list-style-type: none"><li>• Friends Have Each Others Back</li></ul>

# Agency/Ad Council Preferences:

## Global – Early Graduation & Enforcing Seat Belts

- Oh The Places They Will Go, But It Begins Keeping Them Safe
- The World Inside The Car Is What You Can Control
- Looks Can Be Deceiving
- Safety Is My Homework



# Appendix

# Oh The Places You'll Go!



## Human Insight

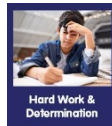
As a parent, you will literally go anywhere to ensure your kid's success, from ballet to coding class to after-school enrichment. But sometimes you are so focused on where my kids are going, that you over look that the journey is just as important.

## Passion Point™ Promise

Oh the places your child will go and they can rely on you to know all there is to know to get them where they are going as safely as possible, whether it's the first journey or the hundredth.

## Support

We know how important every journey is and we are here to help you learn about the latest rules and technology that will help your get your child to where they need to go safely.



Passion Point™  
Connection

# Safety Is My Homework



## Human Insight

Being a parent means never just settling for OK, because OK is not good enough if your kids are going to succeed in life. That is why you have expectations for your kids, and expectations of yourself.

## Passion Point™ Promise

You expect your child to do their homework, isn't it only right for you to do yours when it comes to finding out the latest changes in technology and rules for keeping your child safe in the car.

## Support

Safety is every parent's homework and we are here to help. Check out the latest rules and technology to keep your child safe in the car at our website.